

PLANNING FOR AN EVER SHIFTING TOURISM FUTURE



Strategies for Preparing for Change

NOTES

THE TRENDS

- The Internet has Changed Everything
- The Consumer is more Savvy than Ever
- The Group Client is Back in Control
- Business Travel is in Jeopardy
- Dissatisfaction in Airline Service Threatens Us All
- DMOs May Consider Re-Inventing Themselves

THE STRATEGIC PLANNING PROCESS

- Identify the Definition of Success
- Envisioning the Future
- Recognizing the Present
- Reaffirming (or Updating) Vision
- Reaffirming (or Updating) Mission
- Identifying Key Stakeholder / Customer Expectations
- Recognizing Threats
- Identifying Opportunities
- Prioritization of Highest ROI Options
- Ideate Tactics for Success
- Assign Responsibilities
- Set Deadlines
- Design Performance Measures

OTHER THOUGHTS

- For DMOs:
 - The “Traditional DMO” Strategies no longer apply
 - Design a format and measures that work for your destination
 - Room Night Production is important...but not the world
 - Destination Image / Desirability is ascending in importance
- For Business:
 - Look for ways to Develop “Blue Ocean” products and services
 - Exceptional Service is the most effective way to differentiate yourself
 - Monitor Social Networks and Consumer Review Sites
 - Be cautious in slashing rates in the face of a slowing economy

MORE NOTES



**Stay Up-to-Date with Bill's
e-Newsletters and Blog**

**Click on the “Sign-Up” Tab at
www.BillGeist.com**

